



Greensboro Public Library

Effective Resumes & Cover Letters



The Appearance of your Résumé is a Reflection of Yourself:

- ✓ Your Character?
- ✓ Attention to Detail?
- ✓ Messy?
- ✓ Conscientious?
- ✓ Will You Be A Good Employee?





Effective Résumés and Cover Letters- *Why Have a Résumé?*

Effective Résumés and Cover Letters- *Why Have a Résumé?*

Résumé's Are Used

By the Employer

- ✓ Screen in/out applicants.
- ✓ Help set the agenda for the interview.
- ✓ Build an applicant pool for future jobs.

By the Applicant

- ✓ Communicate job-related skills.
- ✓ Impress an employer for an interview.
- ✓ Network, job fairs and cold calls/solicitation.



Employers



Job Applicants



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CHRONOLOGICAL

- ✓ Traditional type of résumé
 - ✓ Jobs listed reverse chronologically -most recent job first, then the next job, so on, and so forth
- ✓ Dates of employment are included in this type of résumé


FUNCTIONAL

- ✓ Emphasis taken off of dates and length of time on the job and gaps in employment
- ✓ Emphasis on your job duties/abilities. No dates of employment are listed
 - ✓ I don't recommend using this type résumé. Throws up an immediate **red flag** to potential employers, that you are trying to hide something.

COMBO

- ✓ A combination of both types of résumés
 - ✓ Use this when you want to emphasize your skills and abilities, and minimize gaps in employment
- ✓ Dates of employment are used, but are not displayed prominently in the résumé





Effective Résumés and Cover Letters- *Why Have a Résumé?*

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- ✓ **Personal ID-** Name, mailing address, contact #, and email address.
- ✓ **Job Related Skills-** MS Office, Forklift Driver, 10-key, etc...,
- ✓ **Highlighted Career Achievements-** Top Salesperson for the last three years, etc...
- ✓ **Work Experience-** Job related and/or all.
- ✓ **Other-** Job related certifications, professional affiliations, publications, special skills, volunteer experience.
- ✓ **Education-** Degrees, certifications and licensees.





Effective Résumés and Cover Letters-Why Have a Résumé?

Effective Résumés and Cover Letter's-Key Words-The to Finding a Job

List your important job skill key words your résumé(s)- When an employer is reviewing a resume, they are looking for job skills, descriptors or “key” words that match the job duties and requirements of their job opening(s). You should list these job skills “key” words in the top portion of your résumé separate section that emphasize your on O-T-J duties, skills and accomplishments:

CNA/Med Tech	OSHA Work Safety Regulations	Interpersonal Communication Skills	Report Writing	Administrative/Office Skills
HIPAA Regulations Adherence	Personnel Management	Ability to Organize and Prioritize	Bilingual: Spanish/English	Personnel Management
Cook to Recipe Standards	Deadline Management	Client Relationship Building	Efficiency Expertise	Medical Records Assembly & Maintenance
Positive Attitude	Account Management Expertise	Persuasive Proposals & Presentations	Sales Negotiations	POS Machines
Management Reporting	Shipping/Receiving	Materials Management	Cashier/Stocker	Advanced Housekeeper/Maid Skills
Vendor & Client Relations	Transportation Planning	Customer Service Skills	Courteous Telephone Manner	Switchboard / Telephone Answering
Problem Solving & Crisis Management	Strategic Planning and Management	Account Management	Business Development	Sauté, Fry & Grill Experience



Effective Résumés and Cover Letter's-Action/Power Words

Include action/power words on your résumé- Your résumé should contain “action/power words” to describe each job duty in your job description section, as show below:

Clerical	Customer Service	Creative	Management	Sales/Marketing	Industrial
Arranged	Advised	Acted	Administered	Allocated	Adapted
Catalogued	Answered	Composed	Analyzed	Collaborated	Assigned
Classified	Clarified	Created	Chaired	Consulted	Built
Collected	Coached	Designed	Decided	Discussed	Executed
Filed	Demonstrated	Established	Established	Drafted	Installed
Organized	Educated	Fashioned	Led	Edited	Maintained
Prepared	Individualized	Invented	Managed	Interviewed	Programmed
Processed	Motivated	Modeled	Organized	Marketed	Operated
Recorded	Persuaded	Performed	Planned	Negotiated	Responded
Scheduled	Resolved	Shaped	Reviewed	Presented	Scheduled



Effective Résumés and Cover Letters- *Résumé Rules* Don'ts

Do not include personal information:

Race, Age, SS#, Nationality, Disability, Weight, Height, Marital Status, Children or Hobbies

- ✓ Don't use white-out to make corrections.
- ✓ Don't have any handwriting on your résumé.
- ✓ Don't fold or staple your cover letter and résumé.
- ✓ Don't forget to check for errors: grammatical, typographical or formatting.
- ✓ **NEVER** use different color/type stationary for your résumé, cover letter, references, etc....
- ✓ Don't lie or misrepresent any information about your job history and/or skills.





Effective Résumés and Cover Letters- *More Résumé Rules*

Do's

- ✓ Most résumé's should only be one page.
- ✓ Avoid using slang, abbreviations and mixing tenses.
- ✓ Make your formatted résumé uploadable.
- ✓ Include (accurate) dates of employment.
- ✓ Aim for a clean, neat and uncluttered appearance on your résumé.
- ✓ Mail your résumé & cover l letter in a 9x12 inch envelope.
- ✓ Proofread your résumé and cover letter.
- ✓ Use quality, **matching** stationary for both your résumé and cover letter.
- ✓ Update your résumé frequently as needed.





Effective Résumés and Cover Letters- *More Résumé Rules* Do's

Use an email address with your name in it.

For instance: If your name is Joe Pack

Do Not Use:

joesixpack@, joelovesbeer@, sexyjoe@, bigdaddyjoe@, superjoe,joelovesdogs@,
etc...

Use Instead

joepack@, joe.pack@, joepack1@, pack.joe@, pack_joe@, etc...





Effective Résumés and Cover Letters- Scanner Friendly/Uploadable Résumé

PAMELA EVANS

145 Tahquitz Canyon • Palm Springs, California 92262 • 760-555-1212 • support@resumeedge.com

PROFILE

- Award-winning, multilingual Business Student with extensive professional and entrepreneurial experience.
- Awarded 2001 Student Leader for exemplary service in student government.
- Received 2001 Service Award for outstanding contributions to campus activities.
- Fluency in English, Spanish, and Portuguese. Technically proficient in MS Word, Excel, and PowerPoint; programming in Visual Basic and HTML; Web design.

EXPERIENCE

TRANSLATOR, Orange County, California

- Private Contractor** 4/00 – Present
- Team with two secretarial assistants to provide conversation-based translation and mediation services to non-English speaking business owners and employees.

Accomplishment:

- Awarded Hispanic Business Community recognition for assisting immigrants.

TMXV, LLC, Santa Ana, California

- Foreign Currency Trader, Intern** 12/01 – 2/02
- Handled \$50,000+ monthly in trades and investment, specializing in Euros, Dollars, and Yen transactions; investigated trends and issued market reports.

Accomplishment:

- Increased profitability by exploiting Euro-to-Dollar exchange rate fluctuations.

CHILDREN'S LEARNING CENTER, Fullerton, California

- Founder/ Business Manager** 6/00 – 8/01
- Established and operated an educational institution with a staff of 20.

Accomplishment:

- Built revenues through direct student recruitment and cooperative local network.

PREMIER LEARNING ACADEMY, Irvine, California

- Assistant Business Manager/ Spanish Tutor** 12/99 – 3/00

- Aided management and coached students for educational preparation institute.

Accomplishment:

- Boosted student enrollment; won Employee of the Month Award.

SEDA Y FIBRAS, S.R.L., Hernandarias, Alto Parana, Paraguay

- Assistant Business Translator** 2/97 – 12/98

- Conducted English-Spanish-Portuguese translations of business documents and person-to-person conversations for global textile exporter.

EDUCATION & ACTIVITIES

CALIFORNIA COMMUNITY COLLEGE, Irvine, California

Business Administration Major, 2000 – Present

- 4.00 GPA, President's List, Alpha Gamma Sigma, Phi Alpha Mu, Mu Alpha Theta.
- 2001 Associated Board of Trustees Member.
- Student Representative to Academic Senate, Spring 2001.
- Student Representative to Transfer Advisory Board, Spring 2001.

PATRICIA CHOPIN

5540 B Street • Bridgeton, Missouri 63044
314.555.1697 • patti@anyisp.com

QUALIFICATIONS SUMMARY

Skilled and dedicated Executive Assistant with more than 12 years' experience coordinating, planning, and supporting daily operational and administrative functions.

- ** Demonstrated capacity to provide comprehensive support for executive-level staff; excel at scheduling meetings, coordinating travel, and managing all essential tasks.
- ** Proven track record of accurately completing research, reporting, information management, and marketing-support activities within demanding time frames.
- ** Adept at developing and maintaining administrative processes that reduce redundancy, improve accuracy and efficiency, and achieve organizational objectives.
- ** Highly focused and results-oriented in supporting complex, deadline-driven operations; able to identify goals and priorities and resolve issues in initial stages.
- ** Proficient in Microsoft Office Suite (Word, Outlook, Excel, PowerPoint), Visio, QuickBooks; Windows and Mac OS; type 90 wpm with complete accuracy.

Keyword Summary

Executive Assistant, Executive Support, Administrative Support, Office Administration, Office Manager, Office Administrator, Research, Customer Service, Time Management, Appointment Setting, Scheduling, Customer Support, Client Relations, Accounting, Budget, Finance, Financial, Documenting, Reporting, Invoicing, Data Entry, Phone Support

PROFESSIONAL EXPERIENCE

SPTM Systems, Inc., St. Louis, Missouri, 12/2004 to Present

– Executive Assistant

- Provide high-level administrative support to Chief Financial Officer of leading manufacturer of solid-imaging products and solutions with more than \$75 million in annual revenue.
- Perform a variety of key investor-relations functions, addressing inquiries of current and potential shareholders, communicating with marketing department regarding investor-relations initiatives, and maintaining investor database. Collaborate with CFO to oversee distribution of financial releases to NASDAQ. Develop spreadsheets to improve and inform quality and risk-assessment initiatives.
- Prepare meeting agendas and carefully monitor all action items.
- ** Reduced company travel expenses by \$47,000 within first three months of tenure by identifying cost-effective travel agencies and negotiating vendor contracts.
- ** Successfully coordinated and hosted numerous client seminars, creating invitations and promotional materials, booking venues, and selecting guest speakers.

SMITH, INC., St. Louis, Missouri, 10/2000 to 11/2004

– Administrative Assistant

Served as Administrative Assistant for three partners and one principal of financial-services firm with more than 75 locations nationwide.

Continued ...



Online Tools For Employment- *A Scanner Friendly/Uploadable Résumé*

Create an “Unformatted” Scanner Friendly/Uploadable Résumé.

Once you have created a résumé, you should convert it into a scanner friendly/uploadable one. When you upload your formatted résumé to a company’s website, their software scans it into their résumé database. Sometimes the process of scanning/uploading or coping and pasting a résumé will make it look “awry”. To prevent this from happening, you should make a copy of your formatted résumé , and then simply “unformat” it.

How to Create am “Unformatted” Scanner Friendly/Uploadable Résumé

- ✓ **Left Justify your Résumé**
- ✓ **Do not Use:** Any formatting, *italics*, **bold**, *underlines*, columns, shading , vertical or horizontal lines or any bullets. Also, do not use DECORATIVE FONTS.
- ✓ **Do Use:** It is especially important to use keywords describing your skills, abilities and employment objectives. Keywords are how the company’s match you to their job openings. Use simple fonts such as Arial, Calibri or Times New Roman.. Use size 11 12 13 or 14 fonts in the résumé. You may use standard keyboard symbols (*@&^~) instead of bullets. Also you can CAPITALIZE headings for emphases.



Effective Résumés and Cover Letters – *Cover Letter Rules*

Don't forget the cover letter- For most jobs, you should include a cover letter with your résumé. Résumé Maker, has sample cover letters that you may use to help you create your own.

- ✓ Address your letter to a real person, if at all possible.
- ✓ Customize cover letters for each job applied too..
- ✓ Use neutral color, quality stationary that matches your résumé.
- ✓ Never fold or staple your cover letter and résumé.
- ✓ Keep your letter “short and sweet”.
- ✓ Clearly and directly **Ask for a Job Interview.**
- ✓ Only sign your name with black or blue ink.
- ✓ Respond specifically why you are qualified for the job by replying to each job requirement.
- ✓ Mail your résumé and cover letter in a 9x12 size envelope.





Effective Résumés and Cover Letters- *Cover Letter Outline*

Three Paragraphs For Your Cover Letter – You should communicate your interest in employment with the potential employer in three, relatively short, paragraphs.

More Rules for Cover Letters

Paragraph One

- ✓ Which job are applying to.
- ✓ How you heard about the job.
- ✓ What you are enclosing, i.e., résumé, references, transcripts, anything else requested in the job advertisement.

Paragraph 2

- ✓ Write a succinct outline of your job related skills that will make you the best candidate for the job. Be sure to mention the skills you have that are required for the job.

Paragraph 3

- ✓ Clearly and directly **Ask for a Job Interview.**
- ✓ Thank them for reading your cover letter and for considering you for the job .
- ✓ Closing salutation, signature typed name.





Effective Résumés and Cover Letters- *Getting Started with a Résumé?*

Create or update your résumé- Use the Library's Résumé Maker online tool to create your résumé.



Greensboro Libraries

Premium Resume Builder



Resumes
& Letters



Interview
& Salary



Job Search
Tools



Résumés

- Start new Résumé
- Edit/View My Résumés
- View Sample Résumés



Cover Letters

- View Sample Letters



» VIDEO

Expert Video Advice on
Résumés & Letters

Tips and Advice*

- ☐ Insider Advice for Résumé Writing
- ☐ 25 Tips for Résumé Writing
- ☐ Insider Advice for Cover Letters
- ☐ 25 tips for Cover Letters



Effective Résumés and Cover Letters- *What Kind of Résumé?*

Create or Update your Résumé

With Résumé Maker, there are two ways you can create a résumé.

Fill In the Blanks

You can simply “fill in the blanks”, in a step-by-step process throughout the entire progression of creating your résumé. You choose pre-written phrases, keywords and designs provided to you by Résumé Maker.

Use a Template

Use one, or several of the many résumés in Résumé Maker to help you create the design of your résumé, as well as give you suggestions on the content of your résumé.





Effective Résumés and Cover Letters -*Why References?*

Lastly, don't forget to collect at least three employment references. Most employers want to know if you were a good employee at your previous jobs.

Professional

- ✓ A former supervisor, or co-worker who has first hand knowledge of your job related skills and abilities.

Personal

- ✓ A non-work reference (personal) is someone who has known you for some amount of time (more than one year), and can attest to your good character and high moral stature.





Effective Résumés and Cover Letters

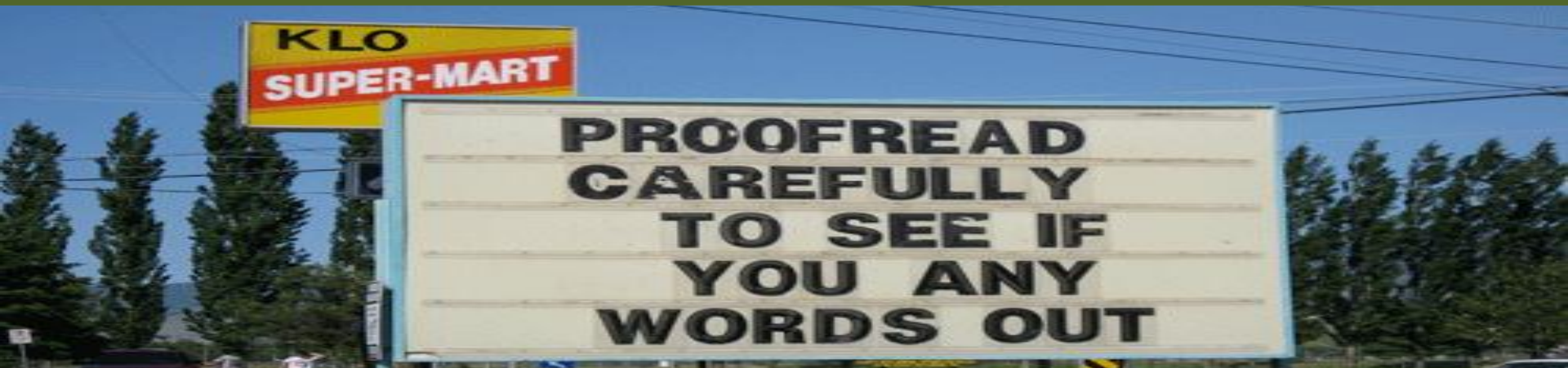
Always Proofread Your Résumé and Cover Letter

Have A Trusted Friend(s) Proof Your Work

They will be a ‘fresh pair’ of eyes, and hopefully catch errors that you missed.

Email Your Unformatted/Uploadable Résumé To Yourself

You will be able to see how well you did in creating your Text résumé.





Effective Resumes and Cover Letters

Any Questions?

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